MARLBORO MUSIC
CHICAGO PAN-AMERICAN FESTIVAL
August 2-3, 1997

VENUE

The Marlboro Music Stage was situated at the North End of the Soldier Field Parking Lot in Chicago.

EVENT

The Pan-American Festival began in 1985 and consists of a wide variety of musical stages, food vendors and other attractions. The Pan-American Festival is the largest Hispanic festival in Chicago.

ARTISTS

Marco Antonio Solis
Jerry Rivera
Grupo Mania
Giro

SCHEDULE

The event ran from noon until 11:00 pm. on both days.

OFFICIAL ATTENDANCE FIGURES

Estimated at 175,000

MEDIA COVERAGE (as of 8-4-97)

Date	Publication	Circulation	Readership
4/11	Chicago Sun-Times	492,000	1,230,000
5/1	La Raza	150,000	375,000
5/2	EXTRA	68,105	170,263
	TOTAL	**710,105**	**1,775,263**

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Source: https://www.industrydocuments.ucsf.edu/docs/rzgn0004

The following media outlets requested credentials:

Media Outlet	Reporter
Channel 66-Univision	Aureliano Salgado + cameraman
Channel 44- Telemundo	Carla Sanchez + cameraman
Chicago Sun-Times	Chris Varias + 1
EXITO Newspaper	Alejandro Riera
WBBM Radio	Maria Fernandez
La Raza Newspaper	Luis Rossi, Sonia Vasquez
EXTRA Publications	William Guerra
Teleguia	Jose Vega, Martha Saldaña
WTAQ	Alfredo Lopez
WOJO	Carlos Rojas, Jim Allen, Jim Paggliai
WIND	Xavier Torres

Interview requests fulfilled include:

Media Outlet	Reporter	Artist(s)
Channel 66	Aureliano Salgado	Marco Antonio Solis
La Raza Newspaper	Sonia Vasquez	Grupo Mania

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